

State Bar of California Real Property Law Section, Real Estate Litigation Subsection Presents

A Luncheon Program ~ This Program Does Not Provide MCLE Credit

Secrets of Marketing A Real Estate Litigation Practice

Program Description

This is not your usual "go out there and do more networking" seminar. This is a program that reveals *proven* strategies for real estate litigators to generate millions of dollars in new business. Many of these marketing methods have never been publicly shared before. Topics include: referral systems, publicity generation, client loyalty techniques, law firm image and positioning, joint ventures, branding and more. A must attend for the real estate or business law practitioner in any size law firm.

Date: Thursday, June 16, 2005

Time: Check-in and lunch* at 11:45 am. Program to begin promptly at

12:15 pm and to end by 1:15 pm.

Place: State Bar of California, 4th Floor Conference Rooms, 180 Howard

Street (between Spear & Main Streets), San Francisco

[2 blocks south of Embarcadero Station MUNI/BART Station]

Price: \$45.00 for members of the Real Property Law Section • \$60.00 for non-members

*Registration fee includes a deli-style lunch

SPEAKER:

Nader Anise

Attorney

Nader Anise Lawyer Marketing, Inc.

BIOGRAPHY:

Nader Anise is an attorney and nationally recognized law firm marketing expert.

His strategies have been featured on NBC-TV, PBS, Lawyers Weekly USA, California Law Business, The Orange County Register, 790 K-ABC and many other prominent media outlets. He conducts marketing seminars around the country and has educated thousands of lawyers on the art of marketing. Anise is also an MBA professor whose works have been translated into several languages.

"Nader, using only <u>one</u> of your marketing strategies, I have increased the bottom line to this law firm by almost \$45,000..."

Mark Schecter, Esq., Real Estate Litigation

Deadline ~ Your form and check payable to the State Bar of California, or credit card information must be received by Friday, June 10, 2005

MAIL TO

Program Registrations, The State Bar of California, 180 Howard Street, San Francisco, CA 94105-1639

FAX TO

Program Registrations at (415) 538-2368. Credit card information is mandatory.

ON-SITE REGISTRATION

On-site registrations will be on a space-available basis only. **Seating is limited—please register early!**

FOR MORE INFORMATION

(415) 538-2564

Secrets of Marketing A Real Estate Litigation Practice	
Name:	Bar No
Firm:	
Address:	
Phone: () Fax: ()	Email:
Program Registration Fee (includes lunch): \$45.00 Real Property Law Section Member	Amount enclosed or to be charged: \$
\$60.00 Non-Section Member Credit Card Information (VISA/MasterCard Only): I/we authorize the State Bar of California to charge my/our program registration to my/our VISA/MasterCard account. (No other credit cards will be accepted.)	
Account No	Expiration Date:
Card Holder's Name:	Signature:

State Bar Education Foundation

Real Property Law Section 180 Howard Street San Francisco, CA 94105-1639 First-Class Prsrt U.S. Postage PAID Documation



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"Dear Nader, I'll admit, I was skeptical about whether your marketing strategies would work for me... but you've made a believer out of me. Nader, because of you, I've gotten at least 35-40 new clients in a relatively short period of time."

Erwin Diaz-Solis, Esq., Real Estate Transactions and Litigation

Thursday, June 16, 2005

11:45 a.m. - 1:15 p.m. State Bar of California 4th Floor Conference Rooms 180 Howard Street • San Francisco